
[Return to the USPTO NPL Page](#) | [Help](#)

Basic

Advanced

Topics

Publications

My Research

0 marked items

Interface language:

English

Databases selected: Multiple databases...

[What's new](#)

Results

295 documents found for: ("transfer function" or regress*) AND (promot* OR advertis* OR marketing) AND (effect* OR impact) AND (lag) AND PDN(<1/1/2000) AND PUB(Market* OR advert* OR statist*)


[Set up Alert](#)[About](#)
[All sources](#) | [Scholarly Journals](#) | [Trade Publications](#)
☐ Mark
all

☐ 0 marked items: Email / Cite /
Export


☐ Show only full
text
Sort results by: **Most relevant first**

- | | | | |
|--------------------------|----|--|---|
| <input type="checkbox"/> | 1. | Confidence Interval for the Total Advertising Impact and Its Mean Duration Under Koyck Models
McCann, John M., Morey, Richard C., Raturi, Amitabh S.. <i>Academy of Marketing Science. Journal</i> .
Greenville: Fall 1991. Vol. 19, Iss. 4; p. 333 (8 pages) | Abstract |
| <input type="checkbox"/> | 2. | Modelling the Effects of Advertising: Some Methodological Issues
Hooley, G. J., Wilson, N., Wigodsky, P.. <i>Market Research Society. Journal of the Market Research Society</i> .
Jan 1988. Vol. 30, Iss. 1; p. 45 (14 pages) | Abstract |
| <input type="checkbox"/> | 3. | Estimating An Autoregressive Current Effects Model Of Sales
Vanhonacker, Wilfried R.. <i>JMR, Journal of Marketing Research</i> . Chicago: Aug 1988. Vol. 25, Iss. 3;
p. 301 (7 pages) | Page Image - PDF Abstract |
| <input type="checkbox"/> | 4. | The long-term impact of promotion and advertising on consumer brand choice
Carl F Mela, Sunil Gupta, Donald R Lehmann. <i>JMR, Journal of Marketing Research</i> . Chicago: May
1997. Vol. 34, Iss. 2; p. 248 (14 pages) | Text+Graphics Page Image - PDF Abstract |
| <input type="checkbox"/> | 5. | Consumption Self-Control by Rationing Purchase Quantities of Virtue and Vice; Abstract
Klaus Wertenbroch. <i>Marketing Science (1986-1998)</i> . Linthicum: Fall 1998. Vol. 17, Iss. 4; p. 317 (21
pages) | Article image - PDF Page Image - PDF Abstract |
| <input type="checkbox"/> | 6. | The drug lag: A 20-year analysis of six country markets
Popper, Kathleen M LaFrancis, Nason, Robert W. <i>Journal of Public Policy & Marketing</i> . Chicago:
Fall 1994. Vol. 13, Iss. 2; p. 290 (10 pages) | Full text Abstract |
| <input type="checkbox"/> | 7. | THE MEASUREMENT AND DETERMINANTS OF BRAND EQUITY: A FINANCIAL APPROACH
CAROL J SIMON, MARY W SULLIVAN. <i>Marketing Science (1986-1998)</i> . Linthicum: Winter 1993.
Vol. 12, Iss. 1; p. 28 (25 pages) | Article image - PDF Page Image - PDF Abstract |
| <input type="checkbox"/> | 8. | Applications MULTIPRODUCT ADVERTISING BUDGETING
PETER DOYLE, JOHN SAUNDERS. <i>Marketing Science (1986-1998)</i> . Linthicum: Spring 1990. Vol. 9, | |


Iss. 2; p. 97 (17 pages)

 [Article image - PDF](#)


 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 9. **UNTANGLING THE EFFECTS OF PURCHASE REINFORCEMENT AND ADVERTISING CARRYOVER**
MOSHE GIVON, DAN HORSKY. Marketing Science (1986-1998). Linthicum: Spring 1990. Vol. 9, Iss. 2; p. 171 (17 pages)


 [Article image - PDF](#)


 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 10. **MODELING ASYMMETRIC COMPETITION**
GREGORY S CARPENTER, LEE G COOPER, DOMINIQUE M HANSSSENS, DAVID F MIDGLEY. Marketing Science (1986-1998). Linthicum: Fall 1988. Vol. 7, Iss. 4; p. 393 (20 pages)

 [Article image - PDF](#)

 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 11. **Applications THE NAVY ENLISTMENT MARKETING EXPERIMENT**
VINCENT P CARROLL, AMBAR G RAO, HAU L LEE, ARTHUR SHAPIRO, BARRY L BAYUS. Marketing Science (pre-1986). Linthicum: Fall 1985. Vol. 4, Iss. 4; p. 352 (23 pages)

 [Article image - PDF](#)

 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 12. **Forecasting dynamic market share relationships**
Nobuhiko Terui. Marketing Intelligence & Planning. Bradford: 2000. Vol. 18, Iss. 2; p. 67

 [Full text](#)

 [Abstract](#)

-
- ☐ 13. **A marketing decision support system for pricing new pharmaceutical products**
Sanjay K Rao. Marketing Research. Chicago: Winter 2000. Vol. 12, Iss. 4; p. 22 (8 pages)

 [Text+Graphics](#)

 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 14. **Accessibility: An alternative method of raking marketing journals?**
Michael Jay Polonsky, Gary Jones, Megan J Kearsley. Journal of Marketing Education. Boulder: Dec 1999. Vol. 21, Iss. 3; p. 181 (13 pages)

 [Text+Graphics](#)

 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 15. **Individually randomized intervention trials for disease prevention and control**
G.L. Anderson, R.L. Prentice. Statistical Methods in Medical Research. London: Dec 1999. Vol. 8, Iss. 4; p. 287

 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 16. **Wealth effects of the passage of the Nutrition Labeling and Education Act of 1990 for large U.S. multinational food corporations**
WaQar I Ghani, Nancy M Childs. Journal of Public Policy & Marketing. Chicago: Fall 1999. Vol. 18, Iss. 2; p. 147 (12 pages)

 [Text+Graphics](#)

 [Page Image - PDF](#)


 [Abstract](#)

-
- ☐ 17. **A regulatory perspective on pharmacokinetic/pharmacodynamic modelling**
S. Machado, R. Miller, C. Hu. Statistical Methods in Medical Research. London: Sep 1999. Vol. 8, Iss. 3; p. 217

 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 18. **Harvest contract price volatility for cotton**
Hudson, Darren, Coble, Keith. The Journal of Futures Markets. Hoboken: Sep 1999. Vol. 19, Iss. 6; p. 717 (17 pages)

 [Full text](#)

 [Abstract](#)

- ☐ 19. **Market Orientation: Scale Invariance and Relationship to Generic Strategies Across Two Countries**
Dr. Felix Tinoziva Mavondo. Journal of Market - Focused Management. Boston: Aug 1999. Vol. 4, Iss. 2; p. 125
[Article image - PDF](#) [Abstract](#)
-
- ☐ 20. **Bounded Rationality Modeling**
Bertrand Munier, Reinhard Selten, D. Bouyssou, P. Bourguine, et al. Marketing Letters. Boston: Aug 1999. Vol. 10, Iss. 3; p. 233
[Article image - PDF](#) [Abstract](#)
-
- ☐ 21. **Is the Australian wool futures market efficient as a predictor of spot prices?**
Graham-Higgs, Jeremy, Rambaldi, Alicia, Davidson, Brian. The Journal of Futures Markets. Hoboken: Aug 1999. Vol. 19, Iss. 5; p. 565 (18 pages)
[Full text](#) [Abstract](#)
-
- ☐ 22. **The contingency value of complementary capabilities in product development**
Christine Moorman, Rebecca J Slotegraaf. JMR, Journal of Marketing Research. Chicago: May 1999. Vol. 36, Iss. 2; p. 239 (19 pages)
[Text+Graphics](#) [Page Image - PDF](#) [Abstract](#)
-
- ☐ 23. **A Comparison of Conjoint Methods When There Are Many Attributes**
MADELEINE E. PULLMAN, KIMBERLY J. DODSON, WILLIAM L. MOORE. Marketing Letters. Boston: May 1999. Vol. 10, Iss. 2; p. 125
[Article image - PDF](#) [Abstract](#)
-
- ☐ 24. **The temporal relationship between derivatives trading and spot market volatility in the U.K.: Empirical analysis and Monte Carlo evidence**
Kyriacou, Kyriacos, Sarno, Lucio. The Journal of Futures Markets. Hoboken: May 1999. Vol. 19, Iss. 3; p. 245 (26 pages)
[Full text](#) [Abstract](#)
-
- ☐ 25. **Antecedents and consequences of marketing strategy making: A model and a test**
Anil Menon, Sundar G Bharadwaj, Phani Tej Adidam, Steven W Edison. Journal of Marketing. Chicago: Apr 1999. Vol. 63, Iss. 2; p. 18 (23 pages)
[Text+Graphics](#) [Page Image - PDF](#) [Abstract](#)
-
- ☐ 26. **Attribute-level performance satisfaction, and behavioral intentions over time: A consumption-system approach**
Vikas Mittal, Pankaj, Michael Tsiros. Journal of Marketing. Chicago: Apr 1999. Vol. 63, Iss. 2; p. 88 (14 pages)
[Text+Graphics](#) [Page Image - PDF](#) [Abstract](#)
-
- ☐ 27. **Marketing's influence within the firm**
Christian Homburg, John P Workman Jr, Harley Krohmer. Journal of Marketing. Chicago: Apr 1999. Vol. 63, Iss. 2; p. 1 (17 pages)
[Text+Graphics](#) [Page Image - PDF](#) [Abstract](#)
-
- ☐ 28. **A Note on the Relationship between Firm Diversification and Corporate Advertising Expenditures**
JAGMOHAN S. RAJU, SANJAY K. DHAR. Marketing Letters. Boston: Feb 1999. Vol. 10, Iss. 1; p. 35
[Article image - PDF](#) [Abstract](#)
-
29. **Let's use CQI in our statistics programs / discussion / reply**

- ☐ *Robert V Hogg, H Joseph Newton, George W Cobb, G Rex Bryce, et al. The American Statistician. Alexandria: Feb 1999. Vol. 53, Iss. 1; p. 7 (22 pages)*

 [Text+Graphics](#)

 [Page Image - PDF](#)

 [Abstract](#)

- ☐ 30. **Efficiency tests in the Spanish futures markets**
Lee, Chun I, Mathur, Ike. The Journal of Futures Markets. Hoboken: Feb 1999. Vol. 19, Iss. 1; p. 59 (19 pages)

 [Full text](#)

 [Abstract](#)

1-30 of 295

< First | < Previous 1 2 3 4 5 6 7 8 9 10 Next >

Want an alert for new results sent by email? [Set up Alert](#) [About](#)

Results per page:

Advanced Search

Tools: [Search Tips](#) [Browse Topics](#) [8 Recent Searches](#)

<input or="" regress*<="" td="" type="text" value="transfer function"/> <td><input type="text" value="Citation and document text"/></td>	<input type="text" value="Citation and document text"/>
AND <input type="text" value="promot* OR advertis* OR marketing"/>	<input type="text" value="Citation and document text"/>
AND <input type="text" value="effect* OR impact"/>	<input type="text" value="Citation and document text"/>
AND <input type="text" value="lag"/>	<input type="text" value="Citation and document text"/>

[Add a row](#) | [Remove a row](#)

[Search](#)

[Clear](#)

Database: [Select multiple databases](#)

Date range: [About](#)

Limit results to: ☐ Full text documents only 


☐ Scholarly journals, including peer-reviewed  [About](#)

More Search Options [^ Hide options](#)

AND <input type="text" value="Publication title: Market* OR advert* OR statist*"/>	Browse publications About
AND <input type="text" value="Subject:"/>	Browse subjects
AND <input type="text" value="Company/Org:"/>	Browse companies
AND <input type="text" value="Person:"/>	Browse people
AND <input type="text" value="Location:"/>	Browse locations
AND <input type="text" value="Classification code:"/>	Browse classification codes
AND <input type="text" value="NAICS:"/>	Browse NAICS codes
AND <input type="text" value="Document Type: Any document type"/>	

Publication type:

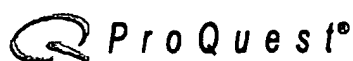
Sort results by: 

Results per page: 

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)




[Return to the USPTO NPL Page](#) | [Help](#)

Basic

Advanced

Topics

Publications

My Research

0 marked items

Interface language:

English

Databases selected: Multiple databases...

[What's new](#)

Results

1492 documents found for: ("transfer function" OR regression) AND (promot* OR advertis* OR marketing) AND (effect* OR impact) AND (correlat*) AND PDN(<1/1/2000) AND PUB (Market* OR advert*)

[Set up Alert](#)
[About](#)
☒ All sources
 ☒ Scholarly Journals
 ☐ Trade Publications

☐ Mark all

☐ 0 marked items: Email / Cite / Export

☐ Show only full text
Sort results by: **Most relevant first**

-
- ☐ 1. **Confidence Interval for the Total Advertising Impact and Its Mean Duration Under Koyck Models**
McCann, John M., Morey, Richard C., Raturi, Amitabh S.. **Academy of Marketing Science. Journal.** Greenvale: Fall 1991. Vol. 19, Iss. 4; p. 333 (8 pages)
- [Abstract](#)
-
- ☐ 2. **Advertising Effects -- More Methodological Issues; A Commercial Perspective on Advertising Modelling as Presented by Dr. Hooley et al; A Reply**
Broadbent, Simon, OHerlihy, Callaghan, Wilson, Nick, Hooley, Graham J.. **Market Research Society. Journal of the Market Research Society.** Apr 1988. Vol. 30, Iss. 2; p. 225 (10 pages)
- [Abstract](#)
-
- ☐ 3. **UNOBSERVABLE EFFECTS AND BUSINESS PERFORMANCE**
ROBERT JACOBSON. **Marketing Science (1986-1998).** Linthicum: Winter 1990. Vol. 9, Iss. 1; p. 74 (12 pages)
- [Article image - PDF](#)
[Page Image - PDF](#)
[Abstract](#)
-
- ☐ 4. **CROSS-SECTIONAL ESTIMATION IN MARKETING: DIRECT VERSUS REVERSE REGRESSION**
WILFRIED R VANHONACKER, DIANA DAY. **Marketing Science (1986-1998).** Linthicum: Summer 1987. Vol. 6, Iss. 3; p. 254 (14 pages)
- [Article image - PDF](#)
[Page Image - PDF](#)
[Abstract](#)
-
- ☐ 5. **Cross-Sectional Estimation in Marketing: Direct Versus Reverse Regression**
Vanhonacker, Wilfried R., Day, Diana L.. **Marketing Science.** Linthicum: Summer 1987. Vol. 6, Iss. 3; p. 254 (14 pages)
- [Abstract](#)
-
- ☐ 6. **Collinearity, Power, and Interpretation of Multiple Regressi**
JMR, **Journal of Marketing Research.** Chicago: Aug 1991. Vol. 28, Iss. 3; p. 268 (13 pages)
- [Page Image - PDF](#)
[Abstract](#)
-
- ☐ 7. **Ad Processing and Persuasion: The Role of Brand Identification; ABSTRACT**
Eleonora Curlo, Robert Chamblee. **Psychology & Marketing (1986-1998).** New York: May 1998. Vol. 15, Iss. 3; p. 279 (21 pages)
- [Article image - PDF](#)
[Page map](#)
[Abstract](#)
-
- ☐ 8. **Feelings Evoked by Warm, Erotic, Humorous or Non-Emotional print Advertisements for Alcoholic Beverages."**

Geuens, M. and P. De Pelsmacker. *Academy of Marketing Science Review*. Vancouver: 1998. Vol. 1998; p. 1

 [Full text](#)

 [Abstract](#)

-
- ☐ 9. **The Power and Politics of Sales Forecasting: Uncertainty Absorption and the Power of the Marketing Department**
Piercy, Nigel F.. Academy of Marketing Science. Journal. Greenvale: Spring 1989. Vol. 17, Iss. 2; p. 109 (12 pages)

 [Abstract](#)

-
- ☐ 10. **Distinguishing Among Competing Theories Of The Market Share**
Jacobson, Robert. Journal of Marketing. Chicago: Oct 1988. Vol. 52, Iss. 4; p. 68 (13 pages)


 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 11. **The Unique Predictive Ability of Sex-Role Identity in Explaining Women's Response to Advertising: ABSTRACT**
Lynn J Jaffe. Psychology & Marketing (1986-1998). New York: Sep/Oct 1994. Vol. 11, Iss. 5; p. 467 (16 pages)

 [Article image - PDF](#)

 [Page map](#)

 [Abstract](#)

-
- ☐ 12. **The effect of cable penetration upon network audience size in the United States**
Walburn, Wade B, Yucelt, Ugur. International Journal of Advertising. Eastbourne: 1995. Vol. 14, Iss. 1; p. 25 (16 pages)

 [Abstract](#)

-
- ☐ 13. **Service firms' international entry-mode choice: A modified**
Erramilli, M Krishna, Rao, C P. Journal of Marketing. Chicago: Jul 1993. Vol. 57, Iss. 3; p. 19 (20 pages)

 [Full text](#)

 [Page Image - PDF](#)

 [Abstract](#)


-
- ☐ 14. **Cigarette Brand Advertising and Consumption in the United States: 1949-1985**
Wilcox, Gary B.. Journal of Advertising Research. New York: Aug/Sep 1991. Vol. 31, Iss. 4; p. 61 (7 pages)

 [Abstract](#)

-
- ☐ 15. **Focused Versus General Marketing Strategies in a Religious Setting**
Busenitz, Lowell, McDaniel, Stephen W., Lau, Chung-Ming. Journal of Professional Services Marketing. 1990. Vol. 6, Iss. 1; p. 167 (16 pages)

 [Abstract](#)

-
- ☐ 16. **Estimating An Autoregressive Current Effects Model Of Sales**
Vanhonacker, Wilfried R.. JMR, Journal of Marketing Research. Chicago: Aug 1988. Vol. 25, Iss. 3; p. 301 (7 pages)


 [Page Image - PDF](#)

 [Abstract](#)


































-
- ☐ 17. **A MODEL OF BRAND CHOICE AND PURCHASE QUANTITY PRICE SENSITIVITIES**
LAKSHMAN KRISHNAMURTHI, S P RAJ. Marketing Science (1986-1998). Linthicum: Winter 1988. Vol. 7, Iss. 1; p. 1 (20 pages)

 [Article image - PDF](#)

 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 18. **THE EQUITY ESTIMATOR FOR MARKETING RESEARCH**
LAKSHMAN KRISHNAMURTHI, ARVIND RANGASWAMY. Marketing Science (1986-1998). Linthicum: Fall 1987. Vol. 6, Iss. 4; p. 336 (22 pages)


- | | | | |
|--|---|--|--|
| |  Article image - PDF |  Page Image - PDF |  Abstract |
|--|---|--|--|
-
- ☐ 19. **Understanding how product attributes influence product categorization: Development and validation of fuzzy set-based measures of gradedness in product categories**
Madhubalan Viswanathan, Terry L Childers. JMR, Journal of Marketing Research. Chicago: Feb 1999. Vol. 36, Iss. 1; p. 75 (20 pages)
- | | | |
|---|--|--|
|  Text+Graphics |  Page Image - PDF |  Abstract |
|---|--|--|
-
- ☐ 20. **Investigating purchase timing behavior in two relates product categories**
Pradeep K Chintagunta, Sudeep Halder. JMR, Journal of Marketing Research. Chicago: Feb 1998. Vol. 35, Iss. 1; p. 43 (11 pages)
- | | | |
|---|--|--|
|  Text+Graphics |  Page Image - PDF |  Abstract |
|---|--|--|
-
- ☐ 21. **Managing multicollinearity**
Terry Grapentine. Marketing Research. Chicago: Fall 1997. Vol. 9, Iss. 3; p. 10 (12 pages)
- | | | |
|---|--|--|
|  Text+Graphics |  Page Image - PDF |  Abstract |
|---|--|--|
-
- ☐ 22. **Competitive-component analysis: A new approach to calibrating asymmetric market-share models**
Cooper, Lee G, Klapper, Daniel, Inoue, Akihiro. JMR, Journal of Marketing Research. Chicago: May 1996. Vol. 33, Iss. 2; p. 224 (15 pages)
- | | | |
|---|--|--|
|  Text+Graphics |  Page Image - PDF |  Abstract |
|---|--|--|
-
- ☐ 23. **Attitudinal Effects of Ad-Evoked Moods and Emotions: The Moderating Role of Motivation; ABSTRACT**
Rajeev Batra, Debra Stephens. Psychology & Marketing (1986-1998). New York: May/Jun 1994. Vol. 11, Iss. 3; p. 199 (17 pages)
- | | | |
|---|--|--|
|  Article image - PDF |  Page map |  Abstract |
|---|--|--|
-
- ☐ 24. **Does competitive environment moderate the market orientation-performance relationship?**
Slater, Stanley F, Narver, John C. Journal of Marketing. Chicago: Jan 1994. Vol. 58, Iss. 1; p. 46 (10 pages)
- | | | |
|---|--|--|
|  Full text |  Page Image - PDF |  Abstract |
|---|--|--|
-
- ☐ 25. **Waiting in the emergency room: How to improve patient satisfaction**
Mowen, John C, Licata, Jane W, McPhail, Jeannie. Journal of Health Care Marketing. Summer 1993. Vol. 13, Iss. 2; p. 26 (8 pages)
- | | | |
|---|--|--|
|  Full text |  Page Image - PDF |  Abstract |
|---|--|--|
-
- ☐ 26. **Satisfaction and loyalty to suppliers within the grocery trade**
Biong, Harald. European Journal of Marketing. Bradford: 1993. Vol. 27, Iss. 7; p. 21 (18 pages)
- | | | |
|---|--|--|
|  Full text |  Page Image - PDF |  Abstract |
|---|--|--|
-
- ☐ 27. **NONISOMORPHISM, SHADOW FEATURES AND IMPUTED PREFERENCES**
MORRIS B HOLBROOK, WILLIAM L MOORE, GARY N DODGEN, WILLIAM J HAVLENA. Marketing Science (pre-1986). Linthicum: Summer 1985. Vol. 4, Iss. 3; p. 215 (19 pages)
- | | | |
|---|--|--|
|  Article image - PDF |  Page Image - PDF |  Abstract |
|---|--|--|
-
- ☐ 28. **A macro analysis of the relationship of product involvement and information search: The role of risk**
Arjun Chaudhuri. Journal of Marketing Theory and Practice. Statesboro: Winter 2000. Vol. 8, Iss. 1; p. 1 (14 pages)
- | | | |
|---|--|--|
|  Text+Graphics |  Page Image - PDF |  Abstract |
|---|--|--|
-

- ☐ 29. **Time series analysis of daily scanner sales: extraction of trend, day-of-the-week effect and price promotion effect**
Fumiyo N. Kondo, Genshiro Kitagawa. *Marketing Intelligence & Planning*. Bradford: 2000. Vol. 18, Iss. 2; p. 53

 [Full text](#)

 [Abstract](#)

- ☐ 30. **Success factors of line extensions of fast-moving consumer goods**
Edwin J. Nijssen. *European Journal of Marketing*. Bradford: 1999. Vol. 33, Iss. 5/6; p. 450


 [Full text](#)

 [Abstract](#)

1-30 of 1492

< First | < Previous 1 2 3 4 5 6 7 8 9 10 Next >

Want an alert for new results sent by email? [Setup Alert](#) [About](#)

Results per page: [30](#) 

Advanced Search


Tools: [Search Tips](#) [Browse Topics](#) [23 Recent Searches](#)

<input or="" regression"="" type="text" value="transfer function"/>	<input type="text" value="Citation and document text"/>
AND <input checked="" type="checkbox"/>	<input type="text" value="promot* OR advertis* OR marketing"/>
AND <input checked="" type="checkbox"/>	<input type="text" value="effect* OR impact"/>
AND <input checked="" type="checkbox"/>	<input type="text" value="correlat*"/>

[Add a row](#) | [Remove a row](#)

[Search](#)

[Clear](#)


Database:  [Select multiple databases](#)

Date range:  [About](#)

Limit results to: ☐ Full text documents only 

☐ Scholarly journals, including peer-reviewed  [About](#)

More Search Options [^ Hide options](#)

AND <input checked="" type="checkbox"/>	Publication title:	<input type="text" value="Market* OR advert*"/>	Browse publications About
AND <input checked="" type="checkbox"/>	Subject:	<input type="text"/>	Browse subjects
AND <input checked="" type="checkbox"/>	Company/Org:	<input type="text"/>	Browse companies
AND <input checked="" type="checkbox"/>	Person:	<input type="text"/>	Browse people
AND <input checked="" type="checkbox"/>	Location:	<input type="text"/>	Browse locations
AND <input checked="" type="checkbox"/>	Classification code:	<input type="text"/>	Browse classification codes
AND <input checked="" type="checkbox"/>	NAICS:	<input type="text"/>	Browse NAICS codes
AND <input checked="" type="checkbox"/>	Document Type:	<input type="text" value="Any document type"/>	

Publication type:

All publication types ▼

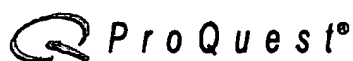
Sort results by: Most relevant first ▼

Results per page: 30 ▼

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)




[Return to the USPTO NPL Page](#) | [Help](#)

Basic

Advanced

Topics

Publications

My Research

0 marked items

Interface language:

English

Databases selected: Multiple databases...

[What's new](#)

Results

30 documents found for: (regression) AND (promot OR advertis) AND (effectiveness OR impact) AND (correlation) AND PDN(<1/1/2000) AND PUB(Marketing)





















[Set up Alert](#)
[About](#)
[All sources](#) | [Scholarly Journals](#)
☐ Mark all


☐ 0 marked items: Email / Cite / Export

☐ Show only full text


 Sort results by: [Most recent first](#)

-
- ☐ 1. **The advertising complaints process: Use or abuse?**
Debra Harker, Michael Harker. American Marketing Association. Conference Proceedings. Chicago: 2000. Vol. 11; p. 286 (7 pages)
- [Text+Graphics](#) [Page Image - PDF](#) [Citation](#)
-
- ☐ 2. **Relationships between family communication and consumer activities of adolescents: An exploratory study**
Kay M Palan. Academy of Marketing Science. Journal. Greenvale: Fall 1998. Vol. 26, Iss. 4; p. 338 (12 pages)
- [Text+Graphics](#) [Page Image - PDF](#) [Abstract](#)
-
- ☐ 3. **Ad Processing and Persuasion: The Role of Brand Identification; ABSTRACT**
Eleonora Curlo, Robert Chamblee. Psychology & Marketing (1986-1998). New York: May 1998. Vol. 15, Iss. 3; p. 279 (21 pages)
- [Article image - PDF](#) [Page map](#) [Abstract](#)
-
- ☐ 4. **The Aad-Ab-PI Relationship in Children: The Impact of Brand Familiarity and Measurement Timing; ABSTRACT**
Joseph E Phelps, Mariea Grubbs Hoy. Psychology & Marketing (1986-1998). New York: Jan 1996. Vol. 13, Iss. 1; p. 77 (29 pages)
- [Article image - PDF](#) [Page map](#) [Abstract](#)
-
- ☐ 5. **RECOVERING MEASURES OF ADVERTISING CARRYOVER FROM AGGREGATE DATA: THE ROLE OF THE FIRM'S DECISION BEHAVIOR**
GARY J RUSSELL. Marketing Science (1986-1998). Linthicum: Summer 1988. Vol. 7, Iss. 3; p. 252 (19 pages)
- [Article image - PDF](#) [Page Image - PDF](#) [Abstract](#)
-
- ☐ 6. **Professionalism and attorney attitudes toward legal service advertising**
William E Snizek, Kenneth E Crocker. Academy of Marketing Science. Journal (pre-1986). Greenvale: Fall 1985. Vol. 13, Iss. 000004; p. 101 (18 pages)
- [Page Image - PDF](#) [Citation](#)
-
- ☐ 7. **Annotated subject index and author/title index volume XX, 1983**
Anonymous. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1983. Vol. 20, Iss. 000004; p. 455 (10 pages)
- [Page Image - PDF](#) [Citation](#)
-

-
- ☐ 8. Modeling sales-advertising relationships: An integrated time series-econometric approach
Robert P Leone. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1983. Vol. 20, Iss. 000003; p. 291 (5 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 9. Firm effects and industry effects in the analysis of market structure and profitability
Frank M Bass, Philippe Cattin, Dick R Wittink. JMR, Journal of Marketing Research (pre-1986). Chicago: Feb 1978. Vol. 15, Iss. 000001; p. 3 (8 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 10. Annotated subject index and author/title index volume XIV, 1977
Anonymous. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1977. Vol. 14, Iss. 000004; p. 627 (12 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 11. Test-retest correlations and the reliability of copy testing
Alvin J Silk. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1977. Vol. 14, Iss. 000004; p. 476 (11 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 12. Exploring territorial differences in the relationship between marketing variables
Dick R Wittink. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1977. Vol. 14, Iss. 000002; p. 145 (11 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 13. Industrial Advertising Effects and Budgeting Practices
Lilien, Gary L.. Journal of Marketing (pre-1986). New York: Jan 1976. Vol. 40, Iss. 000001; p. 16 (9 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 14. The effect of purchase characteristics on postdecision product reevaluation
Frederick W Winter. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1974. Vol. 11, Iss. 000002; p. 164 (8 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 15. Multifirm analysis of competitive decision variables
Albert R Wildt. JMR, Journal of Marketing Research (pre-1986). Chicago: Feb 1974. Vol. 11, Iss. 000001; p. 50 (13 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 16. Annotated subject index and author/ title index volume X, 1973
Anonymous. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1973. Vol. 10, Iss. 000004; p. 461 (11 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 17. Sales--Advertising cross-elasticities and advertising competition
Darral G Clarke. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1973. Vol. 10, Iss. 000003; p. 250 (12 pages)
-  [Page Image - PDF](#)  [Citation](#)
-
- ☐ 18. A laboratory experiment of individual attitude response to advertising exposure
Frederick W Winter. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1973. Vol. 10, Iss. 000002; p. 130 (11 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 19. **Children's purchase influence attempts and parental yielding**
Scott Ward, Daniel B Wackman. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1972. Vol. 9, Iss. 000003; p. 316 (4 pages)

 [Page Image - PDF](#) [Citation](#)


-
- ☐ 20. **Multivariate analysis of sales responses of competing brands to advertising**
Neil E Beckwith. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1972. Vol. 9, Iss. 000002; p. 168 (9 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 21. **Marketing Abstracts**
Anonymous. Journal of Marketing (pre-1986). New York: Oct 1970. Vol. 34, Iss. 000004; p. 88 (20 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 22. **Estimating marketing policy effects on sales of a frequently purchased product**
Donald E Sexton Jr. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1970. Vol. 7, Iss. 000003; p. 338 (10 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 23. **Media factors: A review article**
Dennis H Gensch. JMR, Journal of Marketing Research (pre-1986). Chicago: May 1970. Vol. 7, Iss. 000002; p. 216 (10 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 24. **Advertising Measurement and Decision Making**
N Robert Heyer. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1969. Vol. 6, Iss. 000004; p. 506 (2 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 25. **Prediction of new product performance: An analytical approach**
Henry J Claycamp, Lucien E Liddy. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1969. Vol. 6, Iss. 000004; p. 414 (7 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 26. **A simultaneous equation regression study of advertising and sales of cigarettes**
Frank M Bass. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1969. Vol. 6, Iss. 000003; p. 291 (10 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 27. **The effect of advertising on liquor brand sales**
Julian L Simon. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1969. Vol. 6, Iss. 000003; p. 301 (13 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 28. **On the Schwerin Analyses of Advertising Effectiveness**
J E Fothergill, A S C Ehrenberg. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1965. Vol. 2, Iss. 000003; p. 298 (9 pages)

 [Page Image - PDF](#) [Citation](#)

-
- ☐ 29. **Research in Marketing**

Breyer, R. F.. *Journal of Marketing (pre-1986)*. New York: Jan 1949. Vol. 13, Iss. 000003; p. 388 (26 pages)

 [Page Image - PDF](#)

 [Citation](#)

- ☐ 30. **Research in Marketing**
Breyer, R. F.. *Journal of Marketing (pre-1986)*. New York: Jul 1947. Vol. 12, Iss. 000001; p. 103 (23 pages)

 [Page Image - PDF](#)

 [Citation](#)

1-30 of 30

Want an alert for new results sent by email? [Set up Alert](#) [About](#)

Results per page: [30](#)

Advanced Search

Tools: [Search Tips](#) [Browse Topics](#) [15 Recent Searches](#)

<input type="text" value="regression"/>	<input type="text" value="Citation and document text"/>
<input type="text" value="AND"/>	<input type="text" value="promot OR advertis"/>
<input type="text" value="AND"/>	<input type="text" value="effectiveness OR impact"/>
<input type="text" value="AND"/>	<input type="text" value="correlation"/>

[Add a row](#) | [Remove a row](#)

[Search](#)

[Clear](#)

Database: [Select multiple databases](#)

Date range: [About](#)

Limit results to: ☐ Full text documents only 


☐ Scholarly journals, including peer-reviewed  [About](#)

More Search Options [^ Hide options](#)

<input type="text" value="AND"/>	Publication title:	<input type="text" value="Marketing"/>	Browse publications About
<input type="text" value="AND"/>	Subject:	<input type="text"/>	Browse subjects
<input type="text" value="AND"/>	Company/Org:	<input type="text"/>	Browse companies
<input type="text" value="AND"/>	Person:	<input type="text"/>	Browse people
<input type="text" value="AND"/>	Location:	<input type="text"/>	Browse locations
<input type="text" value="AND"/>	Classification code:	<input type="text"/>	Browse classification codes
<input type="text" value="AND"/>	NAICS:	<input type="text"/>	Browse NAICS codes
<input type="text" value="AND"/>	Document Type:	<input type="text" value="Any document type"/>	

Publication type:

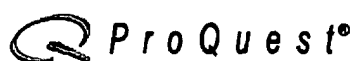
Sort results by: 

Results per page: 

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)




[Return to the USPTO NPL Page](#) | [Help](#)

Basic

Advanced

Topics

Publications

 My Research
0 marked items

Interface language:

English

Databases selected: Multiple databases...

[What's new](#)

Results

22 documents found for: (transfer function) AND (promot OR advertis OR marketing) AND (effectiv OR impact OR sale) AND PDN(<1/1/2000) AND PUB(Marketing)

SetupAlert


[About](#)
 All sources
 Scholarly Journals
 [Trade Publications](#)
☐ Mark all

0 marked items: Email / Cite / Export


☐ Show only full text
Sort results by: **Most relevant first**

- | | | |
|-----------------------------|--|---|
| <input type="checkbox"/> 1. | <u>An exposition of the Box-Jenkins transfer function analysis with an application to the advertising-sales relationship</u>
Richard M Helmer, Johnny K Johansson. JMR, Journal of Marketing Research (pre-1986) . Chicago: May 1977. Vol. 14, Iss. 000002; p. 227 (13 pages) | Page Image - PDF Citation |
| <input type="checkbox"/> 2. | <u>AN EXPOSITION OF THE BOX JENKINS TRANSFER FUNCTION ANALYSIS WITH AN APPLICATION TO THE ADVERTISING SALES RELATIONSHIP</u>
HELMER, RICHARD M., JOHANSSON, JOHNNY K.. JMR, Journal of Marketing Research . Chicago: MAY 1977. Vol. 14, Iss. 2; p. 227 | Page Image - PDF Abstract |
| <input type="checkbox"/> 3. | <u>MODELING ASYMMETRIC COMPETITION</u>
GREGORY S CARPENTER, LEE G COOPER, DOMINIQUE M HANSSENS, DAVID F MIDGLEY. Marketing Science (1986-1998) . Linthicum: Fall 1988. Vol. 7, Iss. 4; p. 393 (20 pages) | Article image - PDF Page Image - PDF Abstract |
| <input type="checkbox"/> 4. | <u>The modest impact of the alcohol beverage warning label on drinking during pregnancy among a sample of African-American women</u>
Janet R Hankin, James J Sloan, Robert J Sokol. Journal of Public Policy & Marketing . Chicago: Spring 1998. Vol. 17, Iss. 1; p. 61 (9 pages) | Text+Graphics Page Image - PDF Abstract |
| <input type="checkbox"/> 5. | <u>Understanding cooperative advertising participation rates in conventional channels</u>
Mark Bergen, George John. JMR, Journal of Marketing Research . Chicago: Aug 1997. Vol. 34, Iss. 3; p. 357 (13 pages) | Text+Graphics Page Image - PDF Abstract |
| <input type="checkbox"/> 6. | <u>Gaining global insights</u>
Lane H Mann. Marketing Research . Chicago: Summer 1997. Vol. 9, Iss. 2; p. 24 (7 pages) | Text+Graphics Page Image - PDF Abstract |
| <input type="checkbox"/> 7. | <u>EMPIRICAL GENERALIZATIONS ABOUT MARKET EVOLUTION AND STATIONARITY</u>
MARNIK G DEKIMPE, DOMINIQUE M HANSSENS. Marketing Science (1986-1998) . Linthicum: Summer 1995. Vol. 14, Iss. 3; p. G109 (13 pages) | Article image - PDF Page Image - PDF Abstract |
| <input type="checkbox"/> 8. | <u>THE PERSISTENCE OF MARKETING EFFECTS ON SALES</u> | |

MARNIK G DEKIMPE, DOMINIQUE M HANSSSENS. **Marketing Science (1986-1998)**. Linthicum: Winter 1995. Vol. 14, Iss. 1; p. 1 (21 pages)


 [Article image - PDF](#)

 [Page Image - PDF](#)

 [Abstract](#)


-
- ☐ 9. Using neural network analysis to evaluate buyer-seller relat
Wray, Barry, Palmer, Adrian, Bejou, David. **European Journal of Marketing**. Bradford: 1994. Vol. 28, Iss. 10; p. 32 (17 pages)


 [Full text](#)


 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 10. Advertising effects and effectiveness
Bendixen, Mike T. **European Journal of Marketing**. Bradford: 1993. Vol. 27, Iss. 10; p. 19 (14 pages)

 [Full text](#)


 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 11. The enigma of cooperative advertising
Roslow, Sydney, Laskey, Henry A, Nicholls, J A F. **The Journal of Business & Industrial Marketing**. Santa Barbara: 1993. Vol. 8, Iss. 2; p. 70 (10 pages)

 [Full text](#)


 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 12. Applications MULTIPRODUCT ADVERTISING BUDGETING
PETER DOYLE, JOHN SAUNDERS. **Marketing Science (1986-1998)**. Linthicum: Spring 1990. Vol. 9, Iss. 2; p. 97 (17 pages)

 [Article image - PDF](#)


 [Page Image - PDF](#)

 [Abstract](#)


-
- ☐ 13. RECOVERING MEASURES OF ADVERTISING CARRYOVER FROM AGGREGATE DATA: THE ROLE OF THE FIRM'S DECISION BEHAVIOR
GARY J RUSSELL. **Marketing Science (1986-1998)**. Linthicum: Summer 1988. Vol. 7, Iss. 3; p. 252 (19 pages)

 [Article image - PDF](#)


 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 14. REPLY REPLY TO: MANAGING CHANNEL PROFITS: COMMENT
ABEL P JEULAND, STEVEN M SHUGAN. **Marketing Science (1986-1998)**. Linthicum: Winter 1988. Vol. 7, Iss. 1; p. 103 (4 pages)

 [Article image - PDF](#)

 [Page Image - PDF](#)

 [Abstract](#)

-
- ☐ 15. Management judgement forecasts, composite forecasting models, and conditional efficiency
Mark M Moriarty, Arthur J Adams. **JMR, Journal of Marketing Research (pre-1986)**. Chicago: Aug 1984. Vol. 21, Iss. 000003; p. 239 (12 pages)

 [Page Image - PDF](#)

 [Citation](#)

-
- ☐ 16. Modeling sales-advertising relationships: An integrated time series-econometric approach
Robert P Leone. **JMR, Journal of Marketing Research (pre-1986)**. Chicago: Aug 1983. Vol. 20, Iss. 000003; p. 291 (5 pages)

 [Page Image - PDF](#)

 [Citation](#)

-
- ☐ 17. Forecasting with diagonal multiple time series models: An extension of univariate models
Sushila Umashankar, Johannes Ledolter. **JMR, Journal of Marketing Research (pre-1986)**. Chicago: Feb 1983. Vol. 20, Iss. 000001; p. 58 (6 pages)

 [Page Image - PDF](#)

 [Citation](#)

-
- ☐ 18. Model advertising-sales relationships involving feedback: A time series analysis of six cereal brands
David A Aaker, James M Carman, Robert Jacobson. **JMR, Journal of Marketing Research (pre-1986)**. Chicago: Feb 1982. Vol. 19, Iss. 000001; p. 116 (10 pages)

 [Page Image - PDF](#) [Citation](#)

- ☐ 19. **Annotated subject index and author/title index volume XIV, 1977**
Anonymous. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1977. Vol. 14, Iss. 000004; p. 627 (12 pages)

 [Page Image - PDF](#) [Citation](#)

- ☐ 20. **Come comments on spectral analysis in marketing**
Christopher Chatfield. JMR, Journal of Marketing Research (pre-1986). Chicago: Feb 1974. Vol. 11, Iss. 000001; p. 97 (5 pages)

 [Page Image - PDF](#) [Citation](#)

- ☐ 21. **An illustration of cross-spectral analysis in marketing**
Hiram C Barksdale, Hugh J Guffey Jr. JMR, Journal of Marketing Research (pre-1986). Chicago: Aug 1972. Vol. 9, Iss. 000003; p. 271 (8 pages)

 [Page Image - PDF](#) [Citation](#)

- ☐ 22. **Models for responses of customers with a constant rate**
Tarow Indow. JMR, Journal of Marketing Research (pre-1986). Chicago: Nov 1970. Vol. 7, Iss. 000004; p. 498 (5 pages)

 [Page Image - PDF](#) [Citation](#)

1-22 of 22

Want an alert for new results sent by email? [Set up Alert](#) [About](#)Results per page:

Advanced Search

Tools: [Search Tips](#) [Browse Topics](#) [15 Recent Searches](#)

transfer function	<input type="text"/>	<input type="text" value="Citation and document text"/>
AND <input type="text"/>	promot OR advertis OR marketing	<input type="text" value="Citation and document text"/>
AND <input type="text"/>	effectiv OR impact OR sale	<input type="text" value="Citation and document text"/>

[Add a row](#) | [Remove a row](#)[Search](#)[Clear](#)Database: [Select multiple databases](#)Date range: [About](#)Limit results to: ☐ Full text documents only ☐ Scholarly journals, including peer-reviewed  [About](#)More Search Options [^ Hide options](#)

AND <input type="text"/>	Publication title:	<input type="text" value="Marketing"/>	Browse publications About
AND <input type="text"/>	Subject:	<input type="text"/>	Browse subjects
AND <input type="text"/>	Company/Org:	<input type="text"/>	Browse companies

AND <input type="checkbox"/>	Person:	<input type="text"/>	Browse people
AND <input type="checkbox"/>	Location:	<input type="text"/>	Browse locations
AND <input type="checkbox"/>	Classification code:	<input type="text"/>	Browse classification codes
AND <input type="checkbox"/>	NAICS:	<input type="text"/>	Browse NAICS codes
AND <input type="checkbox"/>	Document Type:	<input type="text" value="Any document type"/>	<input type="checkbox"/>

Publication type: ☐

Sort results by: ☐

Results per page: ☐

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)

ProQuest
COMPANY